

**Amendments to the Claims**

Please amend the claims as follows:

1. (Currently Amended) A drinking cup lid comprising a raised central plateau adapted to receive a promotional game piece, said central plateau having an outer sidewall, a planar annular upper wall, and a recessed well located in said annular upper wall, the outer sidewall including a circumferential beveled segment extending along a portion of the outer sidewall over which a tab of the game piece may extend to thereby facilitate grasping of the game piece tab by a customer, the circumferential beveled segment angled with respect to the outer sidewall, the lid further comprising an annular trough surrounding said central plateau and a circumferentially spaced apart series of annular raised segments positioned within said trough.
2. (Cancelled)
3. (Currently Amended) The lid of claim [[2]] 1, further comprising a straw opening co-located with said recessed well.
4. (Original) The lid of claim 3, wherein the straw opening is in the form of a cross-cut opening.
5. (Cancelled)
6. (Cancelled)
7. (Currently Amended) The lid of claim [[5]] 1, further comprising an annular lid top wall surrounding the annular trough.
8. (Original) The lid of claim 1, comprising a circumferential rim for frictional engagement with a cup lid.
9. (Currently Amended) The lid of claim [[2]] 1, wherein the plateau includes a ridge which extends upwardly from, and partially circumferentially bounds, said planar annular upper wall.
10. (Original) The lid of claim 9, further comprising a straw opening co-located within said recessed well.
11. (Original) The lid of claim 10, wherein the straw opening is in the form of a cross-cut opening.

12. (Currently Amended) The combination comprising a lid as in any one of claims [[1-11]] 1, 3, 4 and 7-10, and a promotional game piece affixed to said central plateau.

13. (Original) The combination as in claim 12, wherein the game piece includes a straw aperture in substantial alignment with said straw opening co-located within said recessed well.

14. (Currently Amended) A drinking cup lid comprising:  
an annular circumferential rim adapted to being physically attached to a top lip of a drinking cup;

a raised central plateau;

a recessed well formed in said plateau, the recessed well having a bottom wall, wherein the plateau includes a raised annular upper wall which surrounds said recessed well and a ridge which extends upwardly from, and partially circumferentially bounds, said planar annular upper wall; and

a promotional game piece affixed to said lid so as to cover said recessed well in spaced relationship to said bottom wall thereof.

15. (Cancelled)

16. (Currently Amended) The lid of claim [[15]] 14, wherein said raised plateau further comprises a straw opening co-located within said recessed well, and wherein said game piece further comprises a straw aperture in substantial alignment with said straw opening.

17. (Original) the lid of claim 16, wherein at least said straw opening is in the form of a cross-cut opening.

18. (Original) The lid of claim 16, wherein each of said straw opening and said straw aperture is in the form of a cross-cut opening.

19. (Currently Amended) The lid of claim [[15]] 14, further comprising an annular trough surrounding said central plateau.

20. (Original) The lid of claim 19, further comprising a circumferentially spaced apart series of annular raised segments positioned within said trough.

21. (Original) The lid of claim 19, further comprising an annular lid top wall surrounding the annular trough.

22. (Currently Amended) The lid of any one of claims [[15-21]] 14 and 16-21, wherein the raised plateau includes a circumferential beveled segment, and wherein the game piece includes a tab which extends outwardly over the beveled segment of the raised plateau, wherein grasping of the game piece tab by a customer is facilitated.

23. (Currently Amended) The lid of claim [[15]] 14, wherein the game piece includes a lower sheet layer, and upper removable covering layer containing game text and/or indicia.

24. (Original) The lid of claim 23, the raised plateau includes a circumferential beveled segment, and wherein the upper sheet layer of the game piece includes a tab which extends outwardly over the beveled segment of the raised plateau, wherein grasping of the tab by a customer and removal of at least a portion of the upper sheet layer is facilitated.

25. (Cancelled)

26. (Currently Amended) The lid of claim [[25]] 14, further comprising a straw opening co-located within said recessed well.

27. (Original) The lid of claim 26, wherein the straw opening is in the form of a cross-cut opening.

28. (Currently Amended) A method of making a drinking cup lid comprising:

- (a) providing a drinking cup lid with a raised central plateau which includes a planar annular upper wall, a circumferential beveled segment, and a recessed well having a bottom surface located in said annular upper wall, and an upwardly extending ridge which partially circumferentially bounds said recessed well between lateral end locations of the circumferential beveled segment, and
- (b) affixing a promotional game piece to said annular upper wall such that said game piece covers said recessed well in spaced relationship to said bottom surface thereof.

29. (Original) The method of claim 28, further comprising a straw opening co-located within said recessed well.

30. (Original) The method of claim 29, wherein said step of providing the straw opening includes forming a cross-cut in the recessed well.

31. (Original) The method of claim 28, further comprising providing an annular trough surrounding said central plateau.

32. (Cancelled)

33. (Currently Amended) The lid of claim ~~[[32]]~~ 28, wherein said game piece includes a tab, and wherein step (b) is practiced by affixing the game piece to said annular upper wall such that said tab extends outwardly over said beveled circumferential segment.

34. (Cancelled)

35. (Currently Amended) The lid of claim ~~[[34]]~~ 28, wherein said game piece includes a tab, and wherein step (b) is practiced by affixing the game piece to said annular upper wall such that said game piece is positioned within the bounds of said ridge, and such that said tab extends outwardly over said beveled circumferential segment.

36. (Cancelled)

37. (Currently Amended) A drinking cup lid comprising:

a substantially circular raised plateau comprising a top surface and a substantially cylindrical outer side wall depending from the top surface, the outer side wall having an indented portion, and the top surface having an indented portion corresponding to the indented portion of the side wall; and

a game piece affixed to the top surface of the plateau, the game piece comprising a tab, a portion of the tab extending over the indented portion of the side wall to facilitate grasping of the tab by a user.

38. (Cancelled)

39. (Previously Presented) A drinking cup lid assembly comprising:

a lid comprising an annular rim, adapted to be attached to a top lip of a drinking cup, and a raised plateau having a top surface and an outer side wall depending from the top surface, the outer side wall having a beveled segment extending along a portion of the outer sidewall, wherein the beveled segment is angled with respect to the outer sidewall, and the top surface of the raised plateau having a recessed well having a bottom wall; and

a promotional game piece affixed to the top surface of the plateau around a periphery of the recessed well in spaced relationship to the bottom wall thereof, the game piece comprising a

tab, a portion of the tab extending over the beveled segment of the side wall to facilitate grasping of the tab by a user.

40. (New) A drinking cup lid comprising:

an annular circumferential rim adapted to being physically attached to a top lip of a drinking cup;

a raised central plateau;

a recessed well formed in said plateau, the recessed well having a bottom wall; and

a promotional game piece affixed to said lid so as to cover said recessed well in spaced relationship to said bottom wall thereof, the game piece including a lower sheet layer and an upper removable covering layer containing game text and/or indicia.

41. (New) The lid of claim 40, wherein the raised plateau includes a circumferential beveled segment, and wherein the upper sheet layer of the game piece includes a tab which extends outwardly over the beveled segment of the raised plateau, wherein grasping of the tab by a customer and removal of at least a portion of the upper sheet layer is facilitated.